

# Melrose

## Business Improvement District

# 2016 Annual Planning Report

**Template**

### **District Name**

This report is for the Melrose Business Improvement District (District). The District is operated by the Melrose Business Improvement Association., a California non-profit corporation.

### **Fiscal Year of Report**

This report applies to the 2016 Fiscal year. The District Board of Directors approved the 2016 Annual Planning Report at the (Month/Day), 2015 Board of Director's meeting.

### **Boundaries**

There are no changes to the District boundaries for 2016.

### **Benefit Zones**

The District has two benefit zones. For 2016 there will be no changes to the District's benefit zones.

## **2016 IMPROVEMENTS, ACTIVITIES AND SERVICES**

### **Ambassador / Security Services: \$0,000,000.00 (00.00%)**

Ambassadors / security officers may operate via foot patrols, bicycle, or vehicle, as deemed appropriate by the Owner's Association. These personnel provide directions or assistance; serve as a liaison to the City's police, City Attorney, and other services; coordinate the provision of homeless services; warn and advise trespassers; and, respond to visitor inquiries. Ambassadors will be deployed at such times and in such a manner as the District deems most effective and efficient to achieve their purpose.

### **Landscaping, Sanitation and Beautification: \$0,000,000.00 (00.00%)**

These activities may include, but are not necessarily limited to, the following: street sweeping; sidewalk sweeping; public alley sweeping; sidewalk pressure washing; graffiti removal; sticker removal; street litter pick-up; planting of new or replacement trees; and, irrigation and operation of landscaping, trees, public art, signage, lighting, and other improvements that may be installed by the District, the City, or other entities.

### **Marketing and Promotions: \$0,000,000.00 (00.00%)**

Marketing and Promotions Services might include, but are not limited to, the following: street banners; holiday decorations; a website; a property owner newsletter; special printing, graphics or advertising; public relations activities; special events or activities; placement of promotional materials in various media; creation and operation of "shop local" incentive programs; etc. The District may use any available effective media for these initiatives.

**New Business Attraction: \$0,000,000.00 (00.00%)**

These services may be provided by either staff working for the District or by contractor (s) to the District, or a combination of both. The services may include, but are not necessarily limited to, the following: preparation of brochures or other communications vehicles, preparation of economic or demographic analyses, preparation of planning analyses, and representation of the District's best interested as approved by the Owner's Association.

**Policy Dev., Management & Administration: \$0,000,000.00 (00.00%)**

The purpose of the Policy Development, Management, and Administration Program is to create a well managed District that optimizes the use of the assessment funds through effective vendor selection and contract management, excellent communications with stakeholders, effective advocacy on behalf of parcel interests, effective board and committee coordination, and sound fiscal management.

**Office, Insurance, Accounting & Other: \$0,000,000.00 (00.00%)**

District office supply, material, insurance, accounting, bookkeeping service, rental, telephone, meeting expense, database, computer, furnishing, equipment, and other necessary expenses are included in this budget category. These items serve to implement all other District improvements, activities, and services.

**Uncollected Assessment Reserve: \$0,000,000.00 (00.00%)**

The purpose of the Uncollected Assessment Reserve is to provide an accounting cushion for the revenue shortfall that might be created in any particular year for assessments that are not paid timely through the City or County of Los Angeles. This is a temporary reserve that has been established to offset such temporary revenue shortfalls. Use of these funds is incurred only when associated with the provision of improvements, activities, and services that specially and individually benefit each assessed parcel in the District in a particular and distinct manner.

**Total estimate of Cost for 2016:** A breakdown of the total estimated 2016 budget is attached to this report as **Appendix A.**

**Method and Basis of Levying the Assessment**

The Method and Basis for levying the 2016 assessment remains the same as listed in the Management District Plan. Annual assessments are based upon an allocation of program costs and a calculation of assessable footage for two (2) Benefit Zones. Assessments are determined by lot square footage, building square footage and linear frontage. The assessment rates for 2016 are as follows:

**Zone 1**

Lot: \$0.1437 per square foot  
Building: \$0.1853 per square foot  
Frontage: \$8.6876 per linear foot

**Zone 2**

Lot: \$0.0088 per square foot

Building: \$ 0.0259 per square foot  
Frontage: \$5.9100 per linear foot

**(There is No CPI increase for 2016)**

**Surplus Revenues**

At the end of 2015, the District will have an estimated \$00,000 of surplus revenue that will be rolled over into 2016 budget. The District Board of Directors authorized the rollover at the (Month/Day), 2015 Board of Director's meeting.

**Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2016.

Contributions from Sources other than assessments: \$00,000  
(Descriptive paragraph of other sources of income)